ABSTRACT OF THE DISCLOSURE

An AD-converted digital video data is encoded by a difference encoding method before it is outputted and such encoded digital video data is then outputted, after it is converted to gray code or to a predetermined code in which a fixed value is added. Problems solved include noise that is generated when the AD conversion circuit outputs video data and that migrates into a CCD side via a power supply line on a printed circuit board, and noise that appears on a display image by migration into an input terminal side from an output circuit side via the power supply line and a semiconductor substrate within an AD conversion LSI .